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PATENT

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By: *Kevin L. McNeill*

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Safwan Shah et al.

Application No.: 09/944,626

Filed: August 30, 2001

For: ACTIVE PROFILING SYSTEM  
FOR TRACKING AND QUANTIFYING  
CUSTOMER CONVERSION  
EFFICIENCY

Customer No.: 20350

Confirmation No. 9256

Examiner: Ly, Anh

Technology Center/Art Unit: 2162

AMENDMENT

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Advisory Action mailed April 19, 2005, please enter the following amendments and remarks:

**Amendments to the Claims** are reflected in the listing of claims that begins on page 2 of this paper.

**Remarks** begin on page 11 of this paper.